

Tobacco Tid-Bits

Tobacco Free Coalitions of Clark County and Skamania County
Clark County Health Department • Tobacco Prevention and Education Program

Issue 71

<http://www.clark.wa.gov/health/tobacco/tidbits.html>

April 2006

Clark College Installs Smoke-free Campus Signs

Clark College is proud to be the first 100% tobacco free campus in the state of Washington, and one of the first 100% tobacco free campuses in the nation! This change in policy occurred using a shared governance model, including over two years of data gathering from students, staff and faculty. This policy was approved by the Board of Trustees on November 21, 2005, and was reported on the front page of the *Columbian* newspaper on November 22, 2005. Smoking or other tobacco usage is not permitted within the perimeter of Clark College property. Smoking materials must be extinguished and disposed of prior to entering Clark College property or exiting a vehicle. The sale or advertisement of tobacco

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products or tobacco related merchandise is prohibited on College property. Tobacco use on college property or improper disposal of smoking materials may result in disciplinary action or a \$20.00 fine. For more information on the policy contact: [Mary Deal](#).

ESD 112 Coordinates Healthy Youth Survey 2006

The statewide Healthy Youth Survey (HYS) 2006 will be administered in the fall of 2006 and plans are underway for it now. The results of the HYS help schools and community agencies better understand youth perceptions, attitudes and behaviors. Survey results are also useful in planning and evaluating prevention and intervention services and in assisting school districts, educational school districts and community agencies to successfully apply for state and federal grants. The HYS is one tool to help plan and evaluate youth tobacco prevention efforts locally. Survey results help explain whether school-based curricula on tobacco use reach youth with messages they hear, and whether the information results in a decision not to experiment with tobacco. The 2004 HYS told us that youth tobacco use rates had dropped significantly and that fewer youth were starting to smoke. Unfortunately, we learned that youth were not as convinced that secondhand smoke was as dangerous as it truly is. The result: 2005 & 2006 media campaigns aimed at youth and adults on the dangers of secondhand smoke exposure. Contact: [Willie Manns](#) 360.750.7500 x 133

Kick Butts Day is April 5!



The Campaign for Tobacco Free Kids annual Kick Butts Day is coming up on April 5. Their Web site www.kickbuttsday.org contains great materials for putting on a wide variety of events to celebrate the day. Jemtegaard Middle School in Washougal celebrated the event early due to



breaks and exams. The Prevention Club set up lots of displays for the students during their three consecutive lunch periods including a tobacco Jeopardy game and an example of a smoker's lung.

.. News from Skamania ..

• CMASA (formerly Community Mobilization Against Substance Abuse, now Community Mobilization Program) is recruiting youth for a county-wide Teen Advisory Committee. This new group will advise the county commissioners on youth related issues. They are looking for 18 youth (9 delegates and 9 alternates) who will serve a 1-2 year length term. Contact [Renee Hanks](#), at Skamania County Parks and Recreation, 509.427.3978. • The first ever Columbia Gorge Health Exposition will be held May 19-20 at the Skamania County Fairgrounds. The event is free and will include vendors, activities and seminars related to health, wellness, activity/recreation, nutrition, and safety issues. Contact [Linda Strandemo](#) at the Skamania County Health Department. • Efforts are underway to create alternative options for ticketing, and increase awareness about consequences of tobacco use among youth in Skamania County. The Tobacco Free Coalition has recommended a model that would require youth to attend a tobacco intervention class to help them understand tobacco addiction, and assist them in getting ready to quit. The youth would then voluntarily go on to attend a tobacco cessation class. Both the Intervention and Cessation class will be taught by Skamania County Events and Recreation staff. Classes are scheduled at 2 PM on April 12 and May 10, 2006. The classes are designed for youth who intend to quit using tobacco, or who need support after quitting. Contact: [Long Vue](#) 360.397.8214 or [Willie Manns](#) 360.750.7500 x 133

Clean Indoor Air Act Brings New Customers to Jollie's Restaurant

Located across the freeway from the Clark County Fairgrounds, Jollie's Restaurant & Lounge in Ridgefield has been a popular stop for truckers, farmers and locals for years. Owner Dave Jollie's father bought the tavern in 1963 and added the restaurant in 1979. Jollie's recently went smoke-free after the state clean indoor air act passed. Dave reports "Our employees are happier working in a smoke-free atmosphere, and the place definitely stays cleaner. Lights, windows, and walls don't have that smoky, dirty film on them like before." The wait staff have not heard any grumblings from customers about the ban. A covered area outside is there for those who want to smoke. Dave has heard from people he went to high school with in Ridgefield who told him they will come in to eat now that it is smoke-free. The day after the law went into effect, 2 customers came in and asked "Are you smoke-free?" When employees told them they were, the customers said "OK, we'll stay." For truck drivers who could travel another 12 miles south to smoke at Jubitz Truck Stop in Delta Park, stopping at Jollie's instead may be an indication that fears of losing customers to Oregon may not be reality.



Calls to the Quit Line up Among all Populations

This new Quit Line logo was adapted for use in publications aimed at Hispanic populations. The tobacco use rate for adult Hispanics is 21%, about the same rate as Caucasians. The logo is available at www.QuitLine.com or by calling [James Lanz](#): 360.397.8416. This year calls to the Washington State Tobacco Quit Line have exceeded their wildest projections. In January the Quit Line received 2800 calls with 1410 Free and

Clear Registrations. This is almost twice what they see in a typical month and it is putting a strain on the budget, but eligibility for free nicotine replacement therapy (NRT) will not change. Eligible groups include the uninsured, Medicaid insured, pregnant women and Indian Health Service recipients. What will change is that NRT will be limited to patches only and eligible callers will receive one 4 week shipment instead of an 8 week supply. With this change in service as well as some creative budgeting, they feel they can continue to provide services through the end of this fiscal year. If you have any concerns or questions, contact: [Juliet Thompson](#), DOH Tobacco Prevention and Control Program, 360.236.3722.

Tobacco Health Disparities Bulletin Introduced

The Washington State Department of Health (DOH) Tobacco Health Disparities Update quarterly bulletin debuted in January. Tobacco use among people of low socioeconomic status and/or members of certain racial or ethnic populations is higher than for the general population. Often these groups also have less access to health care and other resources that would help them prevent and/or treat their illnesses, resulting in a disproportionate burden of tobacco-related disease and death. The bulletin addresses understanding the impact of tobacco use on high-risk and underserved populations, multicultural, community-based efforts to reduce tobacco use, new state data and data-gathering methods and culturally specific media campaigns, materials and programs. To suggest a story idea, submit a story, or be included in the mailing list for this publication, contact Alyssa Sampson at resource@xculture.org

Youth Web site Renamed



The state Tobacco Prevention and Control Program Web site, UnfilteredTV.com has been renamed SeeThruTheSmoke.com to increase resonance with the target audience of 8 to 18 years olds, with a heavy emphasis on high school students. For at least the next year, visitors to UnfilteredTV.com will automatically roll over to SeeThruTheSmoke.com. The name selection process took into account the entire age span of intended visitors, in addition to making tobacco use and not the tobacco user sound bad, being a good metaphor for the tobacco industry practice of hiding the truth about the dangers of tobacco use, and being catchy, clever, and memorable. For more information, contact Scott Schoengarth at 360.236.3634 or scott.schoengarth@doh.wa.gov.

Coupons Attractive to Young Smokers

Coupons offered by cigarette companies are especially effective at reaching young smokers. Researchers from the Center for Behavioral Research in Cancer, based in Australia, examined data from the 2002 California Tobacco Survey and tobacco-industry documents. They concluded that young adults, women, African-Americans, heavy smokers, and menthol smokers were the most likely to redeem tobacco coupons. The industry is especially interested in reaching young smokers because they are seen as potentially being long-term customers, researchers noted. Companies can use the coupons to offset state-mandated tobacco taxes or subsidize smoking for low-income buyers, the study said. The study appears in the [March 2006 issue of the American Journal of Preventive Medicine](#).

RJR Reynolds Program gets into Schools with Miss America Title Holders

The National Association of Miss America State Pageants (NAMASP) has a partnership with R.J. Reynolds to promote its youth anti-smoking program, "Right Decisions, Right Now" in schools. NAMASP recently announced that all 52 NAMASP state affiliates now have the opportunity to join in this partnership and 23 states are currently participating. Washington is not listed as a participant but the Miss Oregon pageant is. Through this program, the tobacco company has succeeded at getting the Miss "States" titleholders to act as spokespeople. The state pageant organizations and the titleholders can receive up to \$5000 from RJR for doing this outreach to schools. The groups, *Americans for Nonsmokers' Rights* (www.no-smoke.org) and the *Campaign for Tobacco-Free Kids* (CFTFK) (www.tobaccofreekids.org) are urging people to get involved by asking school principals not to allow Miss "State" title holders to make an appearance at their school to deliver a so-called "youth-anti smoking" message to the kids. RJR is trying to use partnerships with reputable organizations like the Miss America States Pageants to create the illusion that it has changed and is part of the solution to the tobacco problem in order to prevent the adoption of policies and programs that have been shown to reduce tobacco use, according to the CFTFK. For further information contact: Victoria Almquist, Director, Outreach for the CFTFK 202.296.5469 or valmquist@tobaccofreekids.org

Children of Smokers More Likely to Carry Pneumonia Bacteria

Children exposed to secondhand smoke at home are more likely to carry the streptococcus pneumonia bacteria in their nose and throat, according to [Israeli researchers](#). A study involving more than 200 children and their mothers found that 76% of children exposed to secondhand smoke carried the bacteria in their noses and throats, compared to 60% of those not exposed to smoking. The bacteria can cause minor illnesses like ear infections or more dangerous conditions like sinusitis, pneumonia, and meningitis. Among the mothers, 32% of smokers carried the bacteria, compared to 15% of nonsmokers exposed to tobacco smoke and 12% of nonsmokers not exposed to secondhand smoke. "Since carriage in the nose is the first step in causing disease, the increased rate of carriage suggests more frequent occurrence of the disease. This should definitely encourage the parents not to smoke in the presence of their child, especially if this child has predisposing factors such as asthma," said lead study author David Greenberg, M.D. The study was published in the April 1, 2006 issue of the journal *Clinical Infectious Diseases*.

The Science of the Positive: Applying the Social Norms Model Presentation

May 2, 2006 "The Science of the Positive: Applying the Social Norms Model" Much of the way that we have been doing health is backwards and it doesn't work. We have been trying to "scare the health" into kids and young adults, rather than utilizing science-based approaches. This presentation details theory and application of the social norms approach to prevention to change behavior by altering misperceptions of what is normal. Dr. Linkenbach, Ed.D, provides examples and behind-the-scenes anecdotes to Montana's nationally renowned MOST OF US campaigns, which have measured behavior change in impaired driving, seatbelt use, tobacco use, as well as other emerging applications. Dr. Linkenbach is the Project Director of the Montana Social Norms Project and faculty member at Montana State University. Dr. Linkenbach is well known for being a pioneer in the area of the social norms approach to prevention. The MOST OF US campaigns have proven effective in such areas as preventing tobacco use, increasing seat belt usage, and preventing drinking and driving, among other issues. The presentation will take place May 2 from 8:00 AM - 2:30 PM at ESD 112, 2500 NE 65th Avenue Vancouver. Contact [Willie Manns](mailto:Willie.Manns@mtstate.edu) 360.750.7500 ext. 303 or register on line at: <http://www.tobaccoprc.org/course/detail.cfm?id=46>

Seattle to Host National *Youth Access to Tobacco Conference*

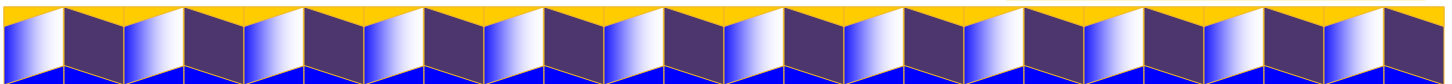
April 12-14, 2006 "Access 2006," Seattle. "Access 2006" is an inaugural conference with a goal to create innovative and effective new strategies to reduce youth access to tobacco products. The focus of this conference is confronting the challenge of social sources (other than retailers) being a significant point of access to tobacco for youth. The conference will work to develop messages that continue to challenge the perception that smoking is an acceptable adult activity and encourage more investment by the community in preventing youth access to tobacco products. The event is sponsored by the Washington State Department of Health (DOH) Tobacco Prevention and Control Program, Public Health Seattle & King County Tobacco Prevention Program, U.S. Department of Health & Human Services Center for Substance Abuse Prevention, 7-Eleven Franchise Owners Association and Michael Moore, former Attorney General of Mississippi, who led the national lawsuit that resulted in a \$246 billion award to all 50 states. The conference will take place at The Westin Hotel in Seattle. Registrations must be received on or before March 3rd. For more information visit www.accessseattle2006.org, call 888.812.1219 or e-mail access@crgevents.com.

Another helpful tobacco Web site

<http://www.coloradohealthonline.com/tobacco/tobacco.htm>

Newsletter Contacts:

- [Editor, Kimberly Nelson](#)
- [Tobacco Free Coalition of Clark County](#)
- [Tobacco Free Coalition of Skamania County](#)
- [Clark County Health Department Tobacco Prevention and Education Program](#)
- [Washington State Department of Health Tobacco Prevention and Control Program](#)
- [Subscribe to this Newsletter](#)



Calendar of Events

- April** Drug Free Washington Month - <http://clearinghouse.adhl.org/>
- 4/3-9** Public Health Week - "Designing Healthy Communities, Raising Healthy Kids." <http://www.apha.org/nphw/2006/>
- 4/5** Kick Butts Day - www.kickbutts.org
- 4/12-14** Youth Access Conference, Seattle www.accessseattle2006.org, call 888.812.1219
- 4/20** Cessation Task Force meeting, 3:30– 5 PM, Clark Center for Community Health, Room A308. Contact: [James Lanz](mailto:James.Lanz@clerkcounty.org): 360.397.8416
- 5/4** Secondhand Smoke Task Force meeting, 1:30-3 PM, Clark County Center for Community Health, room A332. Contact: [Theresa Cross](mailto:Theresa.Cross@clerkcounty.org), 360.397.8000 x 7378
- 5/4** World Asthma Day - <http://www.ginasthma.com/WADIndex.asp>
- 5/9** Tobacco Free Coalition of Clark County, 2:30-4 PM, Memorial campus of SWMC, Medical Office Building, Fir/Willow Room, 100 E. 33rd St, Vancouver. Contact: [James Lanz](mailto:James.Lanz@clerkcounty.org): 360.397.8416
- 5/11** Schools Task Force meeting, 7:30-9 AM, ESD 112. Contact [Willie Manns](mailto:Willie.Manns@mtstate.edu) 360.750.7500 x 133

Please [let us know](#) about your tobacco related events so we can post them here.

Tobacco Prevention and Cessation Related Web Links

- [Action on Smoking and Health](#) - Everything for people concerned about smoking and nonsmokers' rights, smoking statistics, quitting smoking, smoking risks, and other smoking information: www.ash.org
- [Americans for Nonsmokers' Rights](#) - Leading national organization dedicated to nonsmokers' rights: www.no-smoke.org
- [American Legacy Foundation](#) - A national, independent public health foundation located in Washington, D.C., the foundation develops national programs that address the health effects of tobacco use: www.americanlegacy.org
- [Campaign for Tobacco Free Kids](#) - Fighting to free America's youth from tobacco and to create a healthier environment: www.tobaccofreekids.org
- [CHAMPSS](#), Children Helping And Motivating Parents to Stop Smoking - Provides kids with tips on how to talk to their parents about quitting smoking, and offers educational materials and other information they will need to support their parents through a quit attempt: www.champss.org
- [Chewfree.com](#) is a Web site designed to help people quit using chewing tobacco or snuff (smokeless tobacco): www.chewfree.com
- [O2 Magazine](#) - A publication designed by Washington teens to discuss their efforts at fighting tobacco and showcase their creative talents with feature stories original artwork and photographs: www.seethruthesmoke.com/o2magazine/index.html
- [Tobacco Fact Clipboard](#) - The American Legacy Foundation has compiled a wide range of tobacco, smoking, and health-related facts in a single, easy to use database: www.americanlegacy.org/factclipboard
- [SecondHandSmokesYou](#) - Washington State Department of Health information on the revised Clean Indoor Air Act (RCW 70.160) that went into effect 12/8/05: www.secondhandsmokesyou.com
- [SeeThruTheSmoke.com](#) - is a Washington State Department of Health web site where you can find facts and information about the dangers of tobacco, interactive features, ways to get involved in the real-world, news stories, contests and much more: www.seethruthesmoke.com
- [Smokefree Housing](#) - Housing Connections offers a searchable database that includes *nonsmoking* as an apartment criteria option under *advanced search*: www.housingconnections.org/Search.cfm
- [SMOKEFREE Network](#) - Site aimed at winning the right to breathe smoke-free air, facilitating communication among smoke-free advocates and key decision makers and sharing information about the tobacco industry: www.SMOKEFREE.net
- [Smoke-Free Pregnancy Resource](#) - A national program supported by The Robert Wood Johnson Foundation working to discover the best ways to help pregnant women quit smoking and spread the word about effective, evidence-based treatments: www.smokefreefamilies.org
- [Tobacco Scam](#) - Know a restaurant that needs convincing to go smoke free? Have them get the facts about the benefits of going smoke-free at: www.TobaccoScam.ucsf.edu
- [Tobacco Quit Line](#) - A cessation specialist will provide free one-on-one counseling and a customized quit plan to help you kick the habit for good. Listen to a sample call at: www.QuitLine.com
- [Tobacco Prevention Resource Center](#) (TPRC) - provides training and technical assistance to Washington State Department of Health tobacco prevention and control contractors and other key stakeholders. Operated by ESD 112 in partnership with the network of nine ESDs in Washington State. www.tobaccoprc.org
- [The Tobacco Technical Assistance Consortium](#) (TTAC) is an independent, nonprofit organization dedicated to assisting organizations in building and growing highly effective tobacco control programs: www.ttac.org

Links to external resources are provided as a public service and do not imply endorsement by the Clark County Health Department.